

**City of Greensboro Planning Department  
Zoning Staff Report  
June 12, 2006 Public Hearing**

*The information provided in this staff report has been included for the purpose of reviewing proposed zoning changes. Since the zoning process does not require a site plan, there may be additional requirements placed on the property through the Technical Review Committee process to address subdivision and development regulations.*

**Item:** D  
**Location:** East side of Pleasant Ridge Road between West Market Street and Cude Road

**Applicant:** Charles E. Melvin, Jr.  
**Owner:** John T Lamb Sr.; John & Marilyn Lamb; Boyce, Kelly & Joan Shields; Phillip & Priscilla Brande

**From:** RS-40  
**To:** CD-LI

- Conditions:**
- 1) Uses: All those uses provided for in the LI District will be permitted except for the following: Agricultural Uses; automobile repair services, major; automobile repair services, minor; car washes; Residential Uses; and junk motor vehicles.
  - 2) Transportation improvements identified in the Transportation Impact Study submitted in connection with this request and found by the Greensboro Department of Transportation to be necessary, after a site plan is developed and approved by the City's Technical Review Committee, will be made by the developer of the property.

SITE INFORMATION	
Maximum Developable Units	N/A
Net Density	N/A
Existing Land Use	4 Single Family Dwellings
Acreage	64.754
Physical Characteristics	<i>Topography:</i> Downward easterly slope <i>Vegetation:</i> Wooded <i>Other:</i> N/A
Overlay Districts	N/A
Historic District/Resources	N/A
Generalized Future Land Use	Industrial/Corporate Park
Other	N/A

SURROUNDING ZONING AND LAND USE		
Location	Land Use	Zoning
<i>North</i>	Single Family	RS-40
<i>South</i>	Single Family / US Postal Service	CD-LI
<i>East</i>	Rural Residential / Undeveloped	RS-40 / CP
<i>West</i>	ACCI Contracting / Truck Parking / Single Family	CD-LI / CD-CP / RS-40

ZONING HISTORY		
Case #	Year	Request Summary
2504	1996	This property has been zoned RS-40 since it was annexed in 1996. The original zoning was approved by City Council on August 6, 1996.
D721	1998	A request to rezone a 32-acre portion of this property from RS-40 to LI was denied by the Zoning Commission in May 1998.
D742	2000	A request to rezone a 30-acre portion of this property from RS-40 to CU-LI was denied by the Zoning Commission in January 2000. This action was appealed to City Council and the rezoning request was denied by Council in March 2000. The Planning Department recommended approval of this request.

DIFFERENCES BETWEEN RS-40 (EXISTING) AND CD-LI (PROPOSED) ZONING DISTRICTS
<p><b>RS-40:</b> Primarily intended to accommodate single family detached dwellings on large lots and is intended solely for properties having one or more of the following characteristics: (a) Lies within the 60 DNL noise contour; (b) Lies in a public water supply watershed and where an outfall to provide public sewer service is not available; or (c) Lies in a portion of a watershed critical area to which an outfall to provide sewer service has been made available pursuant to an agreement, approved by the City and by another governmental jurisdiction, designed to limit development density to approximately that obtainable prior to sewer service.</p>
<p><b>CD-LI:</b> Primarily intended to accommodate limited manufacturing, wholesaling, warehousing, research and development, and related commercial/service activities which in their normal operations have little or no adverse effect upon adjoining properties. See Conditions for use limitations and other conditions.</p>

<b>TRANSPORTATION</b>	
<b>Street Classification</b>	Pleasant Ridge Road – Major Thoroughfare.
<b>Site Access</b>	Two proposed access points. The TIS recommends right and left turn lanes from Pleasant Ridge Road into the proposed development.
<b>Traffic Counts</b>	Pleasant Ridge Road ADT = 7,235.
<b>Trip Generation</b>	24 Hour = 3,110, AM Peak Hour = 348, PM Peak Hour = 320.
<b>Sidewalks</b>	Requirement per Development Ordinance. A 6' sidewalk w/ a 4' grass strip is required along both sides of thoroughfares. A 5' sidewalk w/ a 3' grass strip is required along all other streets.
<b>Transit</b>	No.
<b>Traffic Impact Study</b>	Yes, required per TIS Ordinance. See the Additional Information section of this staff report for the Executive Summary of the TIS.
<b>Street Connectivity</b>	N/A.
<b>Other</b>	N/A.

<b>ENVIRONMENTAL REVIEW</b>	
<b>Water Supply Watershed</b>	Yes, Site drains to Upper Randleman Lake Watershed WS IV
<b>Floodplains</b>	N/A
<b>Streams</b>	Perennial streams require buffer. For high density development perennial streams require a 100' stream buffer (on each side of the stream). For low density development perennial streams require a 50' buffer (on each side of the stream). No built upon area is allowed in the entire stream buffer. See 30-7-1.8 for all the information about stream buffer, zones, uses, allowed activities, prohibited activities, etc.
<b>Other</b>	Low density development is from 0-24% of built upon area. High density development is from 24-70% of built upon area. Maximum BUA allowed is 70% of site acreage (High Density option). All existing and proposed BUA must drain and be treated by a State approved BMP.

<b>LANDSCAPING REQUIREMENTS</b>	
<b>Location</b>	<b>Required Planting Yard Type and Rate</b>
<i>North</i>	Type D Yard - 5' avg. width; 2 understory/100', 18 shrubs/100'; and/or, Type A Yard - 50' avg. width; 4 canopy/100'; 10 understory/100', 33 shrubs/100'
<i>South</i>	Type D Yard - 5' avg. width; 2 understory/100', 18 shrubs/100'
<i>East</i>	Type D Yard - 5' avg. width; 2 understory/100', 18 shrubs/100'; and/or, Type A Yard - 50' avg. width; 4 canopy/100'; 10 understory/100', 33 shrubs/100'
<i>West</i>	Street Yard - 8' avg. width; 2 canopy/100', 4 understory/100', 17shrubs/100'

## CONNECTIONS 2025 COMPREHENSIVE PLAN POLICIES

### Connections 2025 Written Policies:

**Economic Development Goal:** Promote a healthy, diversified economy with a strong tax base and opportunities for employment, entrepreneurship and for-profit and non-profit economic development for all segments of the community, including under-served areas such as East Greensboro.

**POLICY 7C:** Ensure that city land use policies and regulations allow for an adequate supply of land to accommodate economic development.

### Connections 2025 Map Policies:

*The area requested for rezoning lies within the following map classifications:*

**Industrial/Corporate Park:** This designation applies to areas where present or anticipated uses include both light and heavy industrial uses, such as manufacturing, assembly, and fabrication; wholesaling and distribution; and corporate office and technology parks, which may be introduced to replace older heavy industrial uses. Although new residential development is discouraged in areas designated for this land use category, pre-existing residential uses may be present in or adjacent to these areas. As established industrial areas redevelop, such residential, institutional, or similar uses should be protected from adverse impacts (heavy truck traffic, significant outside storage, factors such as noise, dust, and glare, etc.) through performance-based standards, buffers, and proper separation from noxious uses.

## CONFORMITY WITH OTHER PLANS

*The following aspects of relevant plans may be applicable in this case:*

**City Plans:** The Airport Area Plan, endorsed by City Council on June 18, 2002, designates this area as Non-Residential. This designation is a broad category that includes both light and heavy industrial uses, offices, warehouses, service-oriented commercial activities, and other types of development that are not noise-sensitive.

**Other Plans:** N/A

## STAFF COMMENTS

**Planning:** As far as the City is concerned, the initial conditional Light Industrial zoning in this vicinity occurred when the greater area was annexed in 1996. Tracts on both sides of Pleasant Ridge Road near West Market Street were originally zoned CU-LI in August 1996. Other light industrial zoning changes included:

- 1) Original zoning and rezoning of the 13-acre Tencarva Machinery property to Light Industrial by City Council in February 1998. This property is located to the south of the subject property and on the west side of Pleasant Ridge Road.
- 2) Rezoning of the 81.5-acre Postal Service tract to CU-LI (#2700) by the Zoning Commission in October 1998. This property abuts the subject property on the southern line.

- 3) Original zoning of the bulk of the NC Baseball Academy (the back 9 acres) to CU-LI (#2764) by City Council in September 1999.
- 4) Two parcels on the west side of Pleasant Ridge Road opposite the subject property (1.8 acres #2895 and 1.03 acres #2896) were originally zoned and rezoned to CU-LI by City Council in January 2001. CD-LI #2895 is limited to use as a office/warehouse and general contractors office and storage yard. CD-LI #2896 is limited to office/warehouse and courier service including solely the parking of associated trucks.
- 5) A 1.13-acre tract opposite the subject property was originally zoned and rezoned to CD-LI by City Council in January 2006. This request was for a general contractors office and storage yard.

This request is consistent with the Industrial/Corporate designation on the Generalized Future Land Use Map of Connections 2025. This designation applies to areas where present or anticipated uses include both light and heavy industrial uses.

Given the proximity to Piedmont Triad International Airport and the interstate/roadway network in this extended area, this proposal for Conditional District – Light Industrial is reasonable from both the land use and economic development viewpoints.

It appears that there is a drainageway crossing on the eastern edge of this site that is depicted on the City's "Drainageway and Open Space" map. If this site is subdivided, the Subdivision Ordinance will require the dedication of those areas to the City of Greensboro as drainageway and open space. The width of the dedication along that drainageway will depend on the size of the pipe it would take to cross said drainageway. If a crossing would require a 66-inch or greater pipe, the required dedication would include the land between the natural one-hundred-year flood contour lines as determined by the City. That area may be reduced in width by filling provided that a minimum average width of two hundred feet is maintained, a minimum width of one hundred feet is maintained at the narrowest point, no fill is placed within a designated floodway, and no slope greater than three to one is created. Article VII, Section 27-22 Stormwater management control requirements, and federal wetlands regulations will prohibit or restrict fill placement in certain locations. If the crossing would require a pipe smaller than 66-inches the minimum average width would be sixty feet.

**GDOT:** No additional comments.

**Water Resources:** Possibility of Wetlands. If any wetland disturbance and or stream crossing/disturbance is proposed all the required approvals must be obtained from State and Corps of Engineers.  
DMUE will be required on channels that carry public water.

## STAFF RECOMMENDATION

Based on all the information contained in this report, the Planning Department recommends approval.

## ADDITIONAL INFORMATION

### I. Executive Summary

The proposed Pleasant Ridge Road development is set to be located on the east side of Pleasant Ridge Road north of the West Market Street / Pleasant Ridge Road intersection in Greensboro, North Carolina. This proposed development is planned to consist of 750,000 square feet of warehouse space.

The purpose of this report is to evaluate the proposed development in terms of projected traffic conditions, evaluate the ability of the adjacent roadways to accommodate the additional traffic volumes, and to recommend transportation improvements needed to mitigate congestion that may result from the additional site traffic. This report presents trip generation, trip distribution, traffic analyses, and recommendations for transportation improvements needed to meet anticipated traffic demands. This report examines existing conditions, 2008 no-build conditions, and 2008 build-out conditions.

Based on conversations with Liberty Property Trust, the sketch plan is currently being developed and the number of proposed driveways is unknown. But for the purposes of this study, two (2) full movement access points on Pleasant Ridge Road were studied.

The proposed development is projected to generate approximately 3,110 trips per average weekday with 348 trips predicted to occur during the morning peak hour and 320 trips predicted to occur during the afternoon peak hour.

A summary of the Highway Capacity Software Analysis analyzed using Synchro version 6.0 is shown in the following table:

<b>Pleasant Ridge Road Development Level-of-Service Summary</b>						
	<b>2006 Existing</b>		<b>2008 No-Build</b>		<b>2008 Buildout</b>	
<b>Intersection</b>	<b>AM</b>	<b>PM</b>	<b>AM</b>	<b>PM</b>	<b>AM</b>	<b>PM</b>
Pleasant Ridge Rd/West Market St	A (7.7)	B (14.8)	A (7.8)	B (18.0)	A (7.7)	C (23.1)
Pleasant Ridge Rd/NC 68	E (69.8)	D (41.5)	F(93.0)	E (58.9)	F (89.9) E (75.4)*	E (57.7) D (44.1)*
Pleasant Ridge Rd/Site Access #1	N/A	N/A	N/A	N/A	# (1.6) C(19.9)NBL	# (3.0) C(27.3)NBL
Pleasant Ridge Rd/Site Access#2	N/A	N/A	N/A	N/A	# (1.6) C(19.9)NBL	# (2.9) C(28.0)NBL

# - No letter value assigned by Synchro, only overall intersection delay

\* - Intersection Splits / Cycle Lengths Optimized

## ***Recommended Improvements***

This study shows that the proposed development will have minor effects on traffic operations in the vicinity of the development. Based on the analysis performed, on-site observations of existing traffic conditions, and Greensboro Department of Transportation (GDOT) and North Carolina Department of Transportation (NCDOT) turn lane warrants, the following improvements are recommended to be evaluated with the development of the site plan:

### NC 68 / Pleasant Ridge Road

- Adjust signal timings.

### Site Access #1

- Construct a left turn lane on Pleasant Ridge Road with a minimum of 75 feet of storage.
- Construct a right turn lane on Pleasant Ridge Road with a minimum of 75 feet of storage.
- Construct Site Access #1 to meet or exceed Greensboro and/or NCDOT driveway standards.

### Site Access #2

- Construct a left turn lane on Pleasant Ridge Road with a minimum of 75 feet of storage.
- Construct a right turn lane on Pleasant Ridge Road with a minimum of 75 feet of storage.
- Construct Site Access #2 to meet or exceed Greensboro and/or NCDOT driveway standards.

### Pleasant Ridge Road

- If three (3) or more access points are constructed, it is recommended that a center two-way left turn lane be constructed along property frontage. Although two (2) access points were studied, the maximum allowable under the GDOT Driveway Manual is permissible with the installation of a center two-way turn lane. Construction of right turn lanes are recommended at each access point for enhanced safety and operations.

## **Conclusions**

This study shows that the proposed development will have minor impact on traffic operations along Pleasant Ridge Road, West Market Street, or NC 68. Most of the anticipated delays will be experienced at the Pleasant Ridge Road / NC 68 intersection. This intersection is currently operating with excessive delays during the morning peak hour. The delays will continue to increase in the future. The results of the analyses indicate that all of the site access intersections will operate at acceptable levels of service.

The traffic projected to be generated by the proposed development should not materially endanger public health, safety, or welfare.